



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thwpbfchannel.com

Billing Address:

**Waterfront Strategies**  
**Attention: Accounts Payable**  
**1010 Wisconsin Avenue, Suite 800**  
**Washington, DC 20007**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
SEIU	SEIU	1434

Flight Dates	Order #	Alt Order #
10/09/12 - 10/22/12	937088	06254309

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling
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IDB #	Advertiser Code	Product Code
112	112	119

Agency Ref	Advertiser Ref
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Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/09/12	10/19/12	10-11a Anderson Cooper 10-11a		-TWTF--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/12/12 10:32 AM 10-11a Anderson Cooper 10-11a :30 SEIU12-FL18-T05H \$275.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -TWTF-- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Th 10/18/12 10:47 AM 10-11a Anderson Cooper 10-11a :30 SEIU12-FL18-T05H \$275.00 NM									
2	10/16/12	10/19/12	M-SUN WPBF News 25 @ 11-11:35PM		-TWTF--	:30	2	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -TWTF-- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Th 10/18/12 M-SUN WPBF News 25 @ 11PM 11-11:35PM :00 \$800.00 NM									
Credited									
1 WPBF F 10/19/12 11:25 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 SEIU12-FL18-T05H \$800.00 NM									
3	10/09/12	10/19/12	The View	11A-12PM	-TWTF--	:30	1	\$550.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/12/12 The View 11A-12PM :00 \$550.00 NM									
Credited									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -TWTF-- 1 \$550.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 10/17/12 10:58 AM The View 11A-12PM :30 SEIU12-FL18-T05H \$550.00 NM									
4	10/09/12	10/19/12	WPBF News 25 @ Noon 12pm-1230pm		-TWTF--	:30	2	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 2 \$325.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Th 10/11/12 12:22 PM WPBF News 25 @ Noon 12pm-1230pm :30 SEIU12-FL18-T05H \$325.00 NM									
1 WPBF F 10/12/12 12:29 PM WPBF News 25 @ Noon 12pm-1230pm :30 SEIU12-FL18-T05H \$325.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

www.thewpbfcchannel.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
4	10/09/12	10/19/12	WPBF News 25 @ Noon	12pm-1230pm	-TWTF--	:30	2	\$325.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WPBF W 10/17/12 12:08 PM WPBF News 25 @ Noon 12pm-1230pm :30 SEIU12-FL18-T05H \$325.00 NM									
3 WPBF Th 10/18/12 12:28 PM WPBF News 25 @ Noon 12pm-1230pm :30 SEIU12-FL18-T05H \$325.00 NM									
4 WPBF F 10/19/12 12:10 PM WPBF News 25 @ Noon 12pm-1230pm :30 SEIU12-FL18-T05H \$325.00 NM									
5	10/09/12	10/19/12	M-F 3-4P	M-F 3-4P	MTWTF--	:30	1	\$375.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/09/12 3:30 PM M-F 3-4P M-F 3-4P :30 SEIU12-FL18-T05H \$375.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Th 10/18/12 3:47 PM M-F 3-4P M-F 3-4P :30 SEIU12-FL18-T05H \$375.00 NM									
6	10/09/12	10/19/12	Dr. Oz	4-5p	-TWTF--	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/12/12 4:19 PM Dr. Oz 4-5p :30 SEIU12-FL18-T05H \$500.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/16/12 4:12 PM Dr. Oz 4-5p :30 SEIU12-FL18-T05H \$500.00 NM									
7	10/09/12	10/19/12	4:30a-5a	430a-5a	-TWTF--	:30	2	\$65.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 2 \$65.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/09/12 4:39 AM 4:30a-5a 430a-5a :30 SEIU12-FL18-T05H \$65.00 NM									
1 WPBF W 10/10/12 4:55 AM 4:30a-5a 430a-5a :30 SEIU12-FL18-T05H \$65.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 2 \$65.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WPBF Tu 10/16/12 4:39 AM 4:30a-5a 430a-5a :30 SEIU12-FL18-T05H \$65.00 NM									
3 WPBF Th 10/18/12 4:55 AM 4:30a-5a 430a-5a :30 SEIU12-FL18-T05H \$65.00 NM									
8	10/09/12	10/19/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	2	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 2 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/09/12 5:11 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$175.00 NM									
1 WPBF F 10/12/12 5:00 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$175.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 2 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WPBF Tu 10/16/12 5:23 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$175.00 NM									
3 WPBF W 10/17/12 5:09 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$175.00 NM									
9	10/09/12	10/19/12	M-F 5pm News	5-6pm	-TWTF--	:30	2	\$450.00	NM
Class of Time - Pre-emptible with notice									

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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
9	10/09/12	10/19/12	M-F 5pm News Class of Time - Pre-emptible with notice	5-6pm	-TWTF--	:30	2	\$450.00	NM
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 2 \$450.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/09/12 5:44 PM M-F 5pm News 5-6pm :30 SEIU12-FL18-T05H \$450.00 NM									
2 WPBF F 10/12/12 M-F 5pm News 5-6pm :00 \$450.00 NM									
<i>Credited</i>									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -TWTF-- 2 \$450.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WPBF Th 10/18/12 5:29 PM M-F 5pm News 5-6pm :30 SEIU12-FL18-T05H \$450.00 NM									
3 WPBF F 10/19/12 5:13 PM M-F 5pm News 5-6pm :30 SEIU12-FL18-T05H \$450.00 NM									
10	10/09/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	2	\$275.00	NM
<b>Class of Time - Pre-emptible with notice</b>									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 2 \$275.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/09/12 5:43 AM WPBF News 25 Mornings @ 5:30-5:57am 5-6pm :30 SEIU12-FL18-T05H \$275.00 NM									
1 WPBF W 10/10/12 5:55 AM WPBF News 25 Mornings @ 5:30-5:57am 5-6pm :30 SEIU12-FL18-T05H \$275.00 NM									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -TWTF-- 2 \$275.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WPBF Tu 10/16/12 5:56 AM WPBF News 25 Mornings @ 5:30-5:57am 5-6pm :30 SEIU12-FL18-T05H \$275.00 NM									
3 WPBF Th 10/18/12 5:44 AM WPBF News 25 Mornings @ 5:30-5:57am 5-6pm :30 SEIU12-FL18-T05H \$275.00 NM									
11	10/09/12	10/19/12	WPBF News 25 @ 6:00PM	6-6:30PM	-TWTF--	:30	2	\$600.00	NM
<b>Class of Time - Pre-emptible with notice</b>									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 2 \$600.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/09/12 6:25 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 SEIU12-FL18-T05H \$600.00 NM									
1 WPBF W 10/10/12 6:22 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 SEIU12-FL18-T05H \$600.00 NM									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -TWTF-- 2 \$600.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WPBF W 10/17/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 \$600.00 NM									
<i>Credited</i>									
4 WPBF F 10/19/12 6:26 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 SEIU12-FL18-T05H \$600.00 NM									
12	10/09/12	10/19/12	WPBF News 25 Mornings	6-7AM	-TWTF--	:30	1	\$400.00	NM
<b>Class of Time - Pre-emptible with notice</b>									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 1 \$400.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/10/12 6:13 AM WPBF News 25 Mornings 6-7AM :30 SEIU12-FL18-T05H \$400.00 NM									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 -TWTF-- 1 \$400.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/16/12 6:13 AM WPBF News 25 Mornings 6-7AM :30 SEIU12-FL18-T05H \$400.00 NM									
13	10/09/12	10/19/12	Good Morning America	7-9AM	-TWTF--	:30	1	\$550.00	NM
<b>Class of Time - Fixed Non Pre-emptible</b>									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/08/12 10/14/12 -TWTF-- 1 \$550.00									
<b>Spots:</b> # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/12/12 8:48 AM Good Morning America 7-9AM :30 SEIU12-FL18-T05H \$550.00 NM									
<b>Weeks:</b> <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

## DUPLICATE INVOICE

## INVOICE

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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/09/12	10/19/12	Good Morning America	7-9AM	-TWTF--	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/16/12 8:54 AM Good Morning America 7-9AM :30 SEIU12-FL18-T05H \$550.00 NM									
14	10/09/12	10/19/12	Dr. Oz M-F 9-10a	9-10a	-TWTF--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -TWTF-- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/09/12 9:56 AM Dr. Oz M-F 9-10a 9-10a :30 SEIU12-FL18-T05H \$275.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 10/17/12 9:41 AM Dr. Oz M-F 9-10a 9-10a :30 SEIU12-FL18-T05H \$275.00 NM									
15	10/20/12	10/20/12	Sat 5-6am News	Sat 5-6am	-----1-	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----1- 1 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/20/12 5:16 AM Sat 5-6am News Sat 5-6am :30 SEIU12-FL18-T05H \$75.00 NM									
16	10/13/12	10/20/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 6:25 AM Sat 6-7am News Sat 6-7am :30 SEIU12-FL18-T05H \$175.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----1- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Sa 10/20/12 6:30 AM Sat 6-7am News Sat 6-7am :30 SEIU12-FL18-T05H \$175.00 NM									
17	10/13/12	10/20/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 7:00 AM GMA Saturday 7-8am Sat 7am-8am :30 SEIU12-FL18-T05H \$350.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----1- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Sa 10/20/12 6:58 AM GMA Saturday 7-8am Sat 7am-8am :30 SEIU12-FL18-T05H \$350.00 NM									
18	10/13/12	10/20/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/08/12 10/14/12 -----1- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/13/12 8:39 AM Sat 8-9am News Sat 8-9am :30 SEIU12-FL18-T05H \$350.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----1- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Sa 10/20/12 Sat 8-9am News Sat 8-9am :00 \$350.00 NM									
Credited									
19	10/14/12	10/21/12	Sun 11:35pm Late News	1135p-12am	-----1	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									

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www.thewpbffchannel.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/		Type
							Week	Rate	
<b>Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS -----1 Spots/Week 1 Rate \$350.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
1 WPBF Su 10/14/12 11:55 PM Sun 11:35pm Late News				1135p-12am	:30	SEIU12-FL18-T05H		\$350.00	NM
<b>Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -----1 Spots/Week 1 Rate \$350.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
2 WPBF Su 10/21/12 11:54 PM Sun 11:35pm Late News				1135p-12am	:30	SEIU12-FL18-T05H		\$350.00	NM
20 10/14/12 10/21/12 Sun 5-6am News Sun 5-6am Class of Time - Pre-emptible with notice				-----1	:30	1	\$75.00	NM	
<b>Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS -----1 Spots/Week 1 Rate \$75.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
1 WPBF Su 10/14/12 5:39 AM Sun 5-6am News				Sun 5-6am	:30	SEIU12-FL18-T05H		\$75.00	NM
<b>Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -----1 Spots/Week 1 Rate \$75.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
2 WPBF Su 10/21/12 5:12 AM Sun 5-6am News				Sun 5-6am	:30	SEIU12-FL18-T05H		\$75.00	NM
21 10/14/12 10/21/12 Sun 6-7am News Sun 6-7am Class of Time - Pre-emptible with notice				-----1	:30	1	\$125.00	NM	
<b>Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS -----1 Spots/Week 1 Rate \$125.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
1 WPBF Su 10/14/12 6:39 AM Sun 6-7am News				Sun 6-7am	:30	SEIU12-FL18-T05H		\$125.00	NM
<b>Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -----1 Spots/Week 1 Rate \$125.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
2 WPBF Su 10/21/12 6:27 AM Sun 6-7am News				Sun 6-7am	:30	SEIU12-FL18-T05H		\$125.00	NM
22 10/14/12 10/21/12 Sun 630pm News 630-7pm Class of Time - Pre-emptible with notice				-----1	:30	1	\$400.00	NM	
<b>Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS -----1 Spots/Week 1 Rate \$400.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
3 WPBF Su 10/14/12 Sun 630pm News				630-7pm	:00			\$400.00	NM
<b>Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -----1 Spots/Week 1 Rate \$400.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
1 WPBF Su 10/21/12 Sun 630pm News				630-7pm	:00			\$400.00	NM
<b>Credited</b>									
23 10/14/12 10/21/12 Sun 8-9am News Sun 8-9am Class of Time - Pre-emptible with notice				-----1	:30	1	\$300.00	NM	
<b>Weeks: Start Date 10/08/12 End Date 10/14/12 MTWTFSS -----1 Spots/Week 1 Rate \$300.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
1 WPBF Su 10/14/12 8:24 AM Sun 8-9am News				Sun 8-9am	:30	SEIU12-FL18-T05H		\$300.00	NM
<b>Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -----1 Spots/Week 1 Rate \$300.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			
2 WPBF Su 10/21/12 8:08 AM Sun 8-9am News				Sun 8-9am	:30	SEIU12-FL18-T05H		\$300.00	NM
24 10/22/12 10/22/12 4:30a-5a 430a-5a Class of Time - Pre-emptible with notice				1-----	:30	1	\$65.00	NM	
<b>Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS -----1 Spots/Week 1 Rate \$65.00</b>									
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Length	Ad-ID			

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbffchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	10/22/12	10/22/12	4:30a-5a Class of Time - Pre-emptible with notice	430a-5a	1-----	:30	1	\$65.00	NM
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF M 10/22/12 4:43 AM 4:30a-5a 430a-5a :30 SEIU12-FL18-T05H \$65.00 NM									
<b>25 10/15/12 10/22/12 WPBF News 25 @ 5am 5-530am 1----- :30 1 \$175.00 NM Class of Time - Pre-emptible with notice</b>									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/15/12 10/21/12 1----- 1 \$175.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF M 10/15/12 5:14 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$175.00 NM									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/22/12 10/28/12 1----- 1 \$175.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
2 WPBF M 10/22/12 5:09 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$175.00 NM									
26	10/15/12	10/15/12	M-F 5pm News Class of Time - Pre-emptible with notice	5-6pm	1-----	:30	1	\$450.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/15/12 10/21/12 1----- 1 \$450.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF M 10/15/12 5:14 PM M-F 5pm News 5-6pm :30 SEIU12-FL18-T05H \$450.00 NM									
27	10/15/12	10/22/12	WPBF News 25 Mornings 5:30-5:57am Class of Time - Pre-emptible with notice		1-----	:30	1	\$275.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/15/12 10/21/12 1----- 1 \$275.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF M 10/15/12 5:57 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am :30 SEIU12-FL18-T05H \$275.00 NM									
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/22/12 10/28/12 1----- 1 \$275.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
2 WPBF M 10/22/12 5:28 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am :30 SEIU12-FL18-T05H \$275.00 NM									
28	10/15/12	10/15/12	WPBF News 25 @ 6:00PM 6-6:30PM Class of Time - Pre-emptible with notice		1-----	:30	1	\$600.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/15/12 10/21/12 1----- 1 \$600.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF M 10/15/12 WPBF News 25 @ 6:00PM 6-6:30PM :00 \$600.00 NM Credited									
29	10/09/12	10/12/12	WPBF News 25 Mornings 5:30-5:57am Class of Time - Pre-emptible with notice		-TWTF--	:30	2	\$300.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/08/12 10/14/12 -TWTF-- 2 \$300.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
1 WPBF W 10/10/12 5:30 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am :30 SEIU12-FL18-T05H \$300.00 NM									
2 WPBF F 10/12/12 5:30 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am :30 SEIU12-FL18-T05H \$300.00 NM									
30	10/16/12	10/19/12	WPBF News 25 @ 5am 5-530am Class of Time - Fixed Non Pre-emptible		-TWTF--	:30	2	\$275.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									
10/15/12 10/21/12 -TWTF-- 2 \$275.00									
<b>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</b>									
2 WPBF Tu 10/16/12 4:59 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$275.00 NM									
1 WPBF Th 10/18/12 5:12 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$275.00 NM									
31	10/16/12	10/19/12	WPBF News 25 Mornings 5:30-5:57am Class of Time - Fixed Non Pre-emptible		-TWTF--	:30	1	\$350.00	NM
<b>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</b>									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
937088-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
SEIU	SEIU	1434	

www.thewpbffchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
31	10/16/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/17/12 5:43 AM WPBF News 25 Mornings @ 5:30-5:57am :30 SEIU12-FL18-T05H \$350.00 NM									
32	10/16/12	10/19/12	WPBF News 25 Mornings	6-7AM	-TWTF--	:30	1	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/19/12 6:43 AM WPBF News 25 Mornings 6-7AM :30 SEIU12-FL18-T05H \$700.00 NM									
33	10/20/12	10/20/12	Sat 5-6am News	Sat 5-6am	----S-	:30	1	\$150.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 ----S- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 10/20/12 5:56 AM Sat 5-6am News Sat 5-6am :30 SEIU12-FL18-T05H \$150.00 NM									
34	10/18/12	10/19/12	WPBF News 25 @ 5am	5-530am	---TF--	:30	1	\$250.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 ---TF-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/19/12 4:59 AM WPBF News 25 @ 5am 5-530am :30 SEIU12-FL18-T05H \$250.00 NM									
35	10/18/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	---TF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 ---TF-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 10/19/12 5:41 AM WPBF News 25 Mornings @ 5:30-5:57am :30 SEIU12-FL18-T05H \$350.00 NM									
36	10/22/12	10/22/12	WPBF News 25 Mornings	6-7AM	M-----	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/22/12 6:30 AM WPBF News 25 Mornings 6-7AM :30 SEIU12-FL18-T05H \$800.00 NM									
37	10/22/12	10/22/12	WPBF News 25 Mornings	5:30-5:57am	M-----	:30	1	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 M----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 10/22/12 5:56 AM WPBF News 25 Mornings @ 5:30-5:57am :30 SEIU12-FL18-T05H \$400.00 NM									

Total Spots **68**

**Payment Terms 30 Days****Gross Total** **\$21,675.00****Agency Commission** **\$3,251.25****Net Amount Due** **\$18,423.75**